

Program D: Marketing

Program Authorization: R.S. 56:280.1, et seq.

PROGRAM DESCRIPTION

The mission of the Marketing Program is to aid the commercial fishing industry through product promotion and marketing development. The goal of the Marketing Program is that commercial fishermen will realize higher dockside values for seafood products. This program conducts market surveys, advertises products, participates in trade shows, informs commercial fishermen with a newsletter and counsels processor on health and safety issues. There is one activity in this program, Seafood Marketing.

OBJECTIVES AND PERFORMANCE INDICATORS

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 1999-2000. Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicator values are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year (the fiscal year of the budget document).

The objectives and performance indicators that appear below are associated with program funding in the Base Executive Budget for FY 2000-01. Specific information on program funding is presented in the financial sections that follow performance tables

1. (KEY) To ultimately improve the prices paid to Louisiana Seafood Producers the program will provide 800 trade leads and impress future consumers by providing information packets to 200 teachers.

Strategic Link: Strategic goal: To increase the overall contribution of the commercial seafood industry to the economy of the state.

LEVEL	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
		YEAREND PERFORMANCE STANDARD FY 1998-1999	ACTUAL YEAREND PERFORMANCE FY 1998-1999	ACT 10 PERFORMANCE STANDARD FY 1999-2000	EXISTING PERFORMANCE STANDARD FY 1999-2000	AT CONTINUATION BUDGET LEVEL FY 2000-2001	AT RECOMMENDED BUDGET LEVEL FY 2000-2001
K	Number of trade leads from trade shows	425	782	300	300	800	800
K	Number of teachers receiving information packets	Not Applicable ¹	0	Not Applicable ¹	Not Applicable ¹	200	200

¹ This indicator was not adopted as a standard in the year indicated.

2. (KEY) Develop an effective education campaign to raise confidence about Louisiana seafood and develop a methodology to determine the effectiveness of this campaign.

Strategic Link: Strategic goal: To increase the overall contribution of the commercial seafood industry to the economy of the state.

LEVEL	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
		YEAREND PERFORMANCE STANDARD FY 1998-1999	ACTUAL YEAREND PERFORMANCE FY 1998-1999	ACT 10 PERFORMANCE STANDARD FY 1999-2000	EXISTING PERFORMANCE STANDARD FY 1999-2000	AT CONTINUATION BUDGET LEVEL FY 2000-2001	AT RECOMMENDED BUDGET LEVEL FY 2000-2001
K	Percentage of confidence campaign developed	Not Applicable	0%	Not Applicable	Not Applicable	100%	100%
K	Percentage of methodology to measure campaign effectiveness developed	Not Applicable	0%	Not Applicable	Not Applicable	100%	100%

3. (KEY) Develop new markets for Louisiana seafood products at six farmers' markets/green grocers and by securing exclusive Louisiana product commitments from eight retail outlets.

Strategic Link: Strategic goal: To increase the overall contribution of the commercial seafood industry to the economy of the state.

Explanatory Note: The program will develop a model for distribution of seafood directly from harvesters to consumers during FY 1999-2000. Two prototypes are to be located in farmer's markets/greengrocers for further testing and development in FY 1999-00. Beginning in FY 2000-01 the concept will be expanded statewide.

LEVEL	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
		YEAREND PERFORMANCE STANDARD FY 1998-1999	ACTUAL YEAREND PERFORMANCE FY 1998-1999	ACT 10 PERFORMANCE STANDARD FY 1999-2000	EXISTING PERFORMANCE STANDARD FY 1999-2000	AT CONTINUATION BUDGET LEVEL FY 2000-2001	AT RECOMMENDED BUDGET LEVEL FY 2000-2001
K	Farmers' markets/green grocers with seafood component	Not Applicable ¹	0	Not Applicable ¹	Not Applicable ¹	6	6
K	Number of retail outlets with exclusively Louisiana seafood products	Not Applicable ¹	0	Not Applicable ¹	Not Applicable ¹	8	8

¹ This indicator was not adopted as a standard in the year indicated.

RESOURCE ALLOCATION FOR THE PROGRAM

	ACTUAL 1998-1999	ACT 10 1999- 2000	EXISTING 1999- 2000	CONTINUATION 2000 - 2001	RECOMMENDED 2000 - 2001	RECOMMENDED OVER/(UNDER) EXISTING
MEANS OF FINANCING:						
STATE GENERAL FUND (Direct)	\$0	\$0	\$0	\$0	\$0	\$0
STATE GENERAL FUND BY:						
Interagency Transfers	0	0	0	0	0	0
Fees & Self-gen. Revenues	0	0	0	0	0	0
Statutory Dedications	538,575	615,255	627,165	628,927	692,675	65,510
Interim Emergency Board	0	0	0	0	0	0
FEDERAL FUNDS	0	41,666	41,666	0	0	(41,666)
TOTAL MEANS OF FINANCING	<u>\$538,575</u>	<u>\$656,921</u>	<u>\$668,831</u>	<u>\$628,927</u>	<u>\$692,675</u>	<u>\$23,844</u>
EXPENDITURES & REQUEST:						
Salaries	\$133,649	\$170,942	\$170,942	\$175,811	\$172,295	\$1,353
Other Compensation	10,425	16,400	16,400	16,400	16,400	0
Related Benefits	23,380	28,521	28,521	29,191	30,397	1,876
Total Operating Expenses	236,415	260,869	260,869	257,358	284,583	23,714
Professional Services	113,949	133,918	145,828	126,473	163,556	17,728
Total Other Charges	16,359	39,521	39,521	16,944	16,944	(22,577)
Total Acq. & Major Repairs	4,398	6,750	6,750	6,750	8,500	1,750
TOTAL EXPENDITURES AND REQUEST	<u>\$538,575</u>	<u>\$656,921</u>	<u>\$668,831</u>	<u>\$628,927</u>	<u>\$692,675</u>	<u>\$23,844</u>
AUTHORIZED FULL-TIME EQUIVALENTS: Classified	2	2	2	2	2	0
Unclassified	2	2	2	2	2	0
TOTAL	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>0</u>

SOURCE OF FUNDING

This program is funded with Statutory Dedications and Federal Funds. The Statutory Dedications from the Seafood Promotion and Marketing Fund, and the Oyster Development Fund (Per R.S.39:32B.(8), see table below for a listing of expenditures out of each Statutory Dedicated fund.) The Federal Funds are from the U.S. Department of Commerce.

	ACTUAL	ACT 10	EXISTING	CONTINUATION	RECOMMENDED	RECOMMENDED
	1998-1999	1999- 2000	1999- 2000	2000 - 2001	2000 - 2001	OVER/(UNDER)
						EXISTING
Conservation Fund	\$0	\$0	\$0	\$6,922	\$0	\$0
Seafood Promotion and Marketing Fund	\$388,575	\$443,180	\$455,090	\$449,930	\$445,600	(\$9,490)
Oyster Development Fund	\$150,000	\$172,075	\$172,075	\$172,075	\$172,075	\$0

ANALYSIS OF RECOMMENDATION

GENERAL FUND	TOTAL	T.O.	DESCRIPTION
\$0	\$656,921	4	ACT 10 FISCAL YEAR 1999-2000
			BA-7 TRANSACTIONS:
\$0	\$11,910	0	Carry-forward BA-7 to pay for expenditures that could not be liquidated prior to June 30,1999. \$11,910 in Statutory Dedications - Seafood Promotion Marketing Fund for Professional Services - Shrimp Marketing and Promotions contract
\$0	\$668,831	4	EXISTING OPERATING BUDGET – December 3, 1999
\$0	\$4,546	0	Annualization of FY 1999-2000 Classified State Employees Merit Increase
\$0	\$993	0	Classified State Employees Merit Increases for FY 2000-2001
\$0	\$8,500	0	Acquisitions & Major Repairs
\$0	(\$6,750)	0	Non-Recurring Acquisitions & Major Repairs
\$0	(\$11,910)	0	Non-Recurring Carry Forwards
\$0	(\$3,516)	0	Attrition Adjustment
\$0	(\$1,353)	0	Salary Funding from Other Line Items
\$0	(\$41,666)	0	Other Non-Recurring Adjustments - Expired Federal Grant from the US Department of Commerce for a project entitled "Long Term Deterioration Economic Adjustment Assistance."
\$0	\$75,000	0	New And Expanded Adjustments - Shrimp Promotion
\$0	\$692,675	4	TOTAL RECOMMENDED
\$0	\$0	0	LESS GOVERNOR'S SUPPLEMENTARY RECOMMENDATIONS
\$0	\$692,675	4	BASE EXECUTIVE BUDGET FISCAL YEAR 2000-2001
			SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON SALES TAX RENEWAL:
\$0	\$0	0	None
\$0	\$0	0	TOTAL SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON SALES TAX RENEWAL

			SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE:
\$0	\$0	0	None
\$0	\$0	0	TOTAL SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE
\$0	\$692,675	4	GRAND TOTAL RECOMMENDED

The total means of financing for this program is recommended at 103.6% of the existing operating budget. It represents 98.2% of the total request (\$705,677) for this program. Adjustment to this program include: non-recurring adjustment for expired Federal Grant -\$41,666; and increased funding for Shrimp Promotions \$75,000.

PROFESSIONAL SERVICES

\$42,251	Public relations and advertising to promote Louisiana seafood
\$81,305	Oyster Development Board to promote the oyster industry by identifying new domestic and foreign markets
\$40,000	Shrimp Promotions
\$163,556	TOTAL PROFESSIONAL SERVICES

OTHER CHARGES

\$16,944	Catering services and chef's fees for seafood promotional displays
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\$16,944 SUB-TOTAL OTHER CHARGES

Interagency Transfers:

This program does not have funding for Interagency Transfers for Fiscal Year 2000-2001

\$16,944 TOTAL OTHER CHARGES

ACQUISITIONS AND MAJOR REPAIRS

\$8,500	Replacement equipment
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\$8,500 TOTAL ACQUISITIONS AND MAJOR REPAIRS